

EXHIBIT A

ORVIS ENHANCED MASTERFILE Mailing List

This is a masterfile of all catalogs of The Orvis Company, overlaid with 4Cite & Genesis enhancements.

[Get Count](#)
[Get Pricing](#)
[Get More Information](#)


SEGMENTS

1,606,177 TOTAL UNIVERSE / BASE RATE
 PUBLISHER / FUNDRAISING RATE
 APPROVED POLITICAL OFFER RATE
 44,955 1 MONTH BUYERS
 42,773 1 MONTH \$50+ BUYERS
 41,357 1 MONTH \$75+ BUYERS
 38,734 1 MONTH \$100+ BUYERS
 164,448 3 MONTH BUYERS
 153,989 3 MONTH \$50+ BUYERS
 147,340 3 MONTH \$75+ BUYERS
 137,918 3 MONTH \$100+ BUYERS
 318,803 6 MONTH BUYERS
 295,917 6 MONTH \$50+ BUYERS
 280,718 6 MONTH \$75+ BUYERS
 259,257 6 MONTH \$100+ BUYERS
 736,042 12 MONTH BUYERS
 678,905 12 MONTH \$50+ BUYERS
 641,042 12 MONTH \$75+ BUYERS
 575,512 12 MONTH \$100+ BUYERS
 488,263 13-24 MONTH BUYERS

COUNTS THROUGH 10/18/2021

\$120.00/M
 \$65.00/M
 \$85.00/M
 + \$32.00/M
 + \$64.00/M
 + \$69.00/M
 + \$74.00/M
 + \$22.00/M
 + \$54.00/M
 + \$59.00/M
 + \$64.00/M
 + \$17.00/M
 + \$49.00/M
 + \$54.00/M
 + \$59.00/M
 + \$12.00/M
 + \$44.00/M
 + \$49.00/M
 + \$54.00/M
 \$120.00/M

POPULARITY: ----- 100

MARKET: CONSUMER
 CHANNELS: 
 SOURCE: CATALOG
 PRIVACY: UNKNOWN
 DMA?: NO
 STATUS: STANDARD PROVIDER
 GEO: USA
 GENDER: 66% FEMALE 31% MALE
 SPENDING: \$135.00 AVERAGE ORDER

SELECTS

\$100+ TOTAL PURCHASE \$42.00/M
 \$150+ TOTAL PURCHASE \$52.00/M
 \$200+ TOTAL PURCHASE \$62.00/M
 \$50+ TOTAL PURCHASE \$32.00/M
 \$75+ TOTAL PURCHASE \$37.00/M
 1 MONTH HOTLINE \$32.00/M
 12 MONTH HOTLINE \$12.00/M
 3 MONTH HOTLINE \$22.00/M

DESCRIPTION

The Orvis Company group of catalogs appeal to a wide range of consumers, looking for authentic products, knowledge, experience and service that define and support a country lifestyle. The masterfile is a deduped collection of all catalogs of The Orvis Company, overlaid with 4Cite & Genesis enhancements.



4CITE MEMBERS ONLY: \$50.00/F
 OMIT HOUSE FILE
 6 MONTH HOTLINE \$17.00/M
 AGE \$16.00/M
 AVERAGE PURCHASE \$17.00/M
 CREDIT CARD HOLDER \$16.00/M
 DONORS \$16.00/M
 DWELLING TYPE \$16.00/M
 ETHNICITY \$16.00/M
 GENDER \$12.00/M
 GENESIS SELECTS \$8.00/M
 GRANDPARENTS \$16.00/M
 HOBBIES/INTERESTS \$16.00/M
 HOMEOWNER/HOME VALUE \$16.00/M
 HOUSEHOLD INCOME \$16.00/M
 LAST PURCHASE \$17.00/M
 LENGTH OF RESIDENCE \$16.00/M
 MAIL ORDER BUYER \$16.00/M
 NUMBER OF CHILDREN \$16.00/M
 OCCUPATION \$16.00/M
 ONLINE PURCHASER \$16.00/M
 PRESENCE OF CHILDREN/AGE \$16.00/M
 PRESENCE OF ELDERLY PARENT \$16.00/M
 PRODUCT SELECT \$22.00/M
 RELIGION \$16.00/M
 SCF \$7.00/M
 STATE \$7.00/M
 THIRD PARTY BLOW-INS \$5.00/M
 VETERAN IN HOUSEHOLD \$16.00/M
 VOTER PARTY \$16.00/M

The file is mostly female, with strong male numbers as well, spending on average \$135. The file is a proven strong performer for fundraisers, magazine subscriptions and other catalog offers.

Average Age: 59

Average Income: \$130,000

75% are Homeowners